

Sustainability at Bridgestone

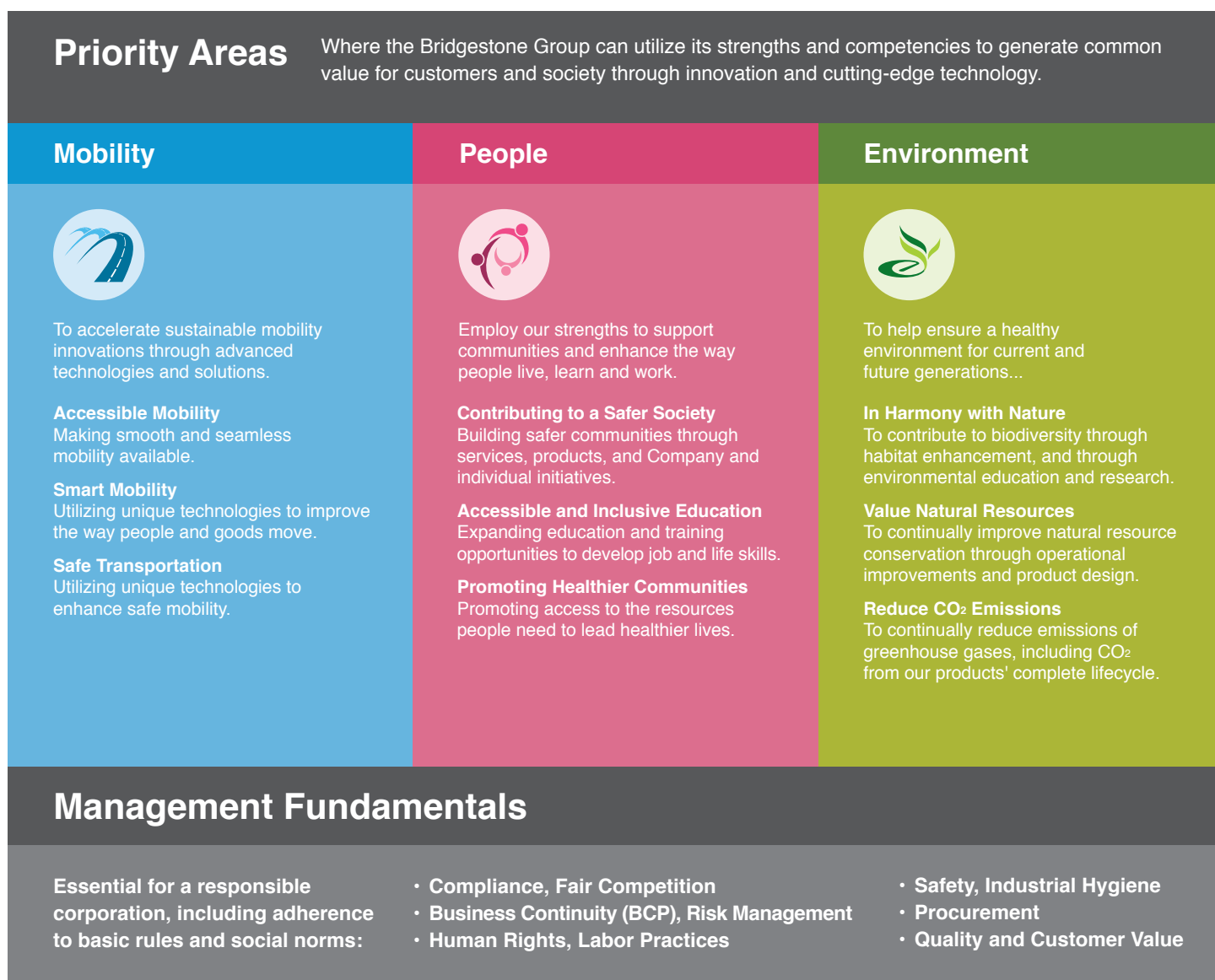
Our Way to Serve

Created in 2017 and launched around the world, ***Our Way to Serve***, the Bridgestone Group's corporate social responsibility (CSR) commitment, focuses on three Priority Areas—Mobility, People and Environment—that help improve the way people move, live, work and play.

These commitments are underpinned by six Management Fundamentals that articulate the high expectations the Group has for operating as a responsible business.

This work is closely aligned with the Bridgestone Group's Priority Issues for Management Reform, including cultivating a global corporate culture, developing human resources capable of global management, and upgrading the global management structure.

Our Way to Serve was developed by a Bridgestone team who utilized external consultants who referenced outside opinions, international guidelines and initiatives, and employee surveys to align stakeholder needs with societal challenges and issues facing the Group. *Our Way to Serve* Vision, Priority Areas and Management Fundamentals were reviewed by the Global Executive Committee and ultimately approved by the Board of Directors.



Contributing to the U.N. SDGs

The Bridgestone Group is working to help achieve the following United Nations' Sustainable Development Goals (SDGs) as part of its responsibility as a global corporation. The Group reviewed its business operations, policies and sustainability metrics to identify areas where it can leverage its strengths and capabilities to help address these pressing world needs.

| Value creation thru Priority Areas and Management Fundamentals | Related SDGs | Examples of existing work contributing to SDGs targets |
|----------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Mobility | | |
| Accessible Mobility |     | <ul style="list-style-type: none">• Development of tires and curbs which contribute to barrier-free bus transport (11.2) |
| Smart Mobility | | <ul style="list-style-type: none">• Digital solution for efficient tire maintenance (Tirematics, Toolbox, BASys, IntelliTire, FleetPulse) (9.1, 8.2) |
| Safe Transportation | | <ul style="list-style-type: none">• Run-flat tires (3.6)• Tire safety checkup and education around the world (3.6) |
| People | | |
| Contributing to a Safer Society |      | <ul style="list-style-type: none">• Seismic isolation bearings (9.1, 11.5)• Development of tough robots that can assist in disaster recovery (9.1, 11.5) |
| Accessible and Inclusive Education | | <ul style="list-style-type: none">• Providing school facilities to children with limited educational opportunities (4.6)• Vocational training schools at manufacturing facilities (8.6) |
| Promoting Healthier Communities | | <ul style="list-style-type: none">• Health check-up camp for residents of remote villages (3.8) |
| Environment | | |
| In Harmony with Nature |      | <ul style="list-style-type: none">• Reducing water withdrawal per unit at manufacturing facilities (6.4)• Reducing VOC solvent in manufacturing process (12.4)• Forest restoration initiatives around natural rubber farms (15.2) |
| Value Natural Resources | | <ul style="list-style-type: none">• Retread tire (12.2)• Development of high-strength rubber (12.2)• Zero waste to landfill at manufacturing facilities (12.5) |
| Reduce CO ₂ Emissions | | <ul style="list-style-type: none">• Introduction of biomass boiler (7.2)• Lower rolling resistance tires for better fuel economy (7.3)• Saving energy consumption in manufacturing process (7.3) |
| Management Fundamentals | | |
| Responsible business practices through Management Fundamentals |      | <ul style="list-style-type: none">• Enhancing sustainable supply chain through Global Sustainable Procurement Policy and Global Platform for Sustainable Natural Rubber (12.2, 17.17)• Advancing fundamental human rights and responsible labor practices by implementing Global Human Rights Policy (5.5, 8.5, 8.7)• Implementing a global Code of Conduct that covers a broad range of ethics and compliance topics including corruption and bribery (16.5) |

Furthering *Our Way to Serve* within the Bridgestone Group



A message from Christine Karbowskiak

**Executive Vice President and Executive Officer of Bridgestone Corporation, responsible for Global Public Relations, Government Relations and Sustainability
Global CSR Enhancement Committee Chairperson**

The Bridgestone Group takes a holistic view of sustainability. While the environment is one important aspect of these initiatives, the Company's purview is far wider and deeper. That's why the Group launched *Our Way to Serve* in 2017, built upon three Priority Areas and six Management Fundamentals. It is also why the Bridgestone Group launched the global Code of Conduct and global policies on Human Rights and Sustainable Procurement in 2018. Because they are foundational to achieving the ambitious goals the Group set for itself, development and implementation of the Code and policies were recognized with a Bridgestone Group Award in 2019.

Our Way to Serve will succeed only if all the Bridgestone Group employees are engaged. In 2018, the Group surveyed employees around the world to understand their awareness and support of the global CSR commitment and learned that:

- 72% are aware of *Our Way to Serve*;
- 71% believe *Our Way to Serve* is important for the Bridgestone Group; and,
- 61% understand the Priority Areas.

A little over one year into this journey, the Bridgestone Group is encouraged by these findings, as well as the work to date, and looks forward to further embedding *Our Way to Serve* in the Company's culture. The intent is that *Our Way to Serve* informs the Company's work and becomes part of its DNA. Key to doing so is the engagement of leaders on the Global Executive Committee, Strategic Business Unit Presidents, members of the Global CSR Enhancement and Global Quality Management committees, and the Bridgestone Group employees around the world.

The Bridgestone Group is especially proud of the collaborative work it has done with other members of the Tire Industry Project, part of the World Business Council for Sustainable Development, to launch the Global Platform for Sustainable

Natural Rubber (GPSNR). Together, GPSNR members, including participants from the natural rubber value chains and many NGOs, are moving the industry toward even stricter standards around human and land rights, protection of biodiversity and water resources, improved yields, and increased transparency and traceability. Being a part of important initiatives like this is another way the Bridgestone Group is fulfilling the Company's Mission of "Serving Society with Superior Quality."

The Bridgestone Group is also proud of and excited to share progress in the Mobility, People and Environment Priority Areas, as well as the Management Fundamentals in this Sustainability Report. Thank you for your continued interest in the Company's work.

Engaging global employees in *Our Way to Serve*

